



**Broadcast rights contracts push the \$90-million mark in 1981; Canadian teams among clubs that spur 12% increase over last year; ABC and NBC in middle of TV contracts while CBS renews radio rights**

The mention of player compensation makes a baseball magnate scowl. Mention radio and television compensation and a smile appears.

That's because the latter, in the upcoming season, will come to nearly \$90 million in rights payments—the amount broadcasters will pay to take cameras and microphones into major league baseball parks. And it's obvious that failure to settle the player compensation problem could bring a strike by May 29, disrupting, among other things, the best-laid plans of broadcasters and baseball men.

The total of \$89,975,000 for radio-TV rights in 1981 will be 12.1% more than the \$80,275,000 in 1980. What makes that increase so impressive is that virtually all of the gain is at the local and regional level; the networks and baseball are locked into multiyear contracts.

The major impetus for the increase comes from Canada. In a

"brewers' war" there to gain association with the dominion's baseball clubs, two major firms have thrown budgetary considerations out the window, to acquire TV rights.

Vying for the Montreal Expos, which barely missed the National League East title last fall, is Carling-O'Keefe, which was said last week to be completing final details on a five-year TV contract for about \$6 million annually. The other contender for Expos TV, CBC-TV, was rights holder last season. CBC-TV would continue to originate the games for 41 English-language stations and 18 French-language stations.

Similarly, Labatt Breweries of Canada in all likelihood will get TV rights of the Toronto Blue Jays, tail-enders in the American League East. It would be for an estimated \$3 million plus. Labatt is 45% owner of the Blue Jays. CBC-TV, rights holder in 1980, has been seeking renewal.

Local and regional broadcast rights this year will total \$48.4 million, up 25% from \$38.7 million in 1980.

At the network level, NBC-TV will be in the second year, and ABC-TV in the third, of contracts under which they will pay an estimated \$185 million for television rights through 1983. For ABC-TV, that means \$19 million this year; for NBC, \$22.5

million.

CBS Radio will pay in excess of \$75,000 this year under its multiyear contract that began in 1976. The current contract expires after this season, but has already been extended.

A look at network programming plans, rates charged and major sponsors:

ABC-TV has doubled the number of Monday-night games this year, scheduling 10 between June 1 and Aug. 10. In addition, there will again be eight Sunday-afternoon games, from Aug. 16 through Oct. 4. *Monday Night Baseball* is scheduled at 8:30 p.m. NYT. Starting times for the Sunday games have not been set; last year most started at 3 p.m.

Under the alternating arrangement followed in recent years, ABC-TV will have the World Series this year and NBC-TV the All Star game (July 14) and the American and National League championship series (starting Oct. 6).

ABC is selling its Monday night, Sunday and World Series games as a package; an advertiser cannot, for example, buy the World Series alone. Officials say availabilities are more than 50% sold at \$50,000 per 30-second announcement in the Monday night games (up from \$42,000 a year ago), \$16,000 per 30 in the Sunday afternoon games (down from about \$17,500 last year) and \$150,000 per 30 in the World Series (up from \$125,000 on NBC last year).

The World Series is due to open Oct. 13, a Tuesday. If it goes to seven games, ABC expects to have five in prime time, the others in weekend daytime.

Among major baseball sponsors already set by ABC are Chevrolet (through Campbell-Ewald), Miller beer (Backer & Spielvogel), Gillette (BBDO), Pepsi (BBDO), Goodyear (Campbell-Ewald), Firestone (BBDO) and Kentucky Fried Chicken (Young & Rubicam).

NBC-TV's *Game of the Week* will again number 26 telecasts, same as last year, but will include 29 games. The opener in the Saturday-afternoon series will be at 2:30 p.m. NYT April 11, Philadelphia at St. Louis. In addition to the regular Saturday afternoon single games, there'll be a doubleheader on May 30 and two prime-time games, one in August and one in September. Thirty-second prices are pegged at \$28,000, up from \$25,000 last year. Officials say games in the second quarter are about 70% sold; those in the third quarter, about 55%. Among the major sponsors are Ford (through J. Walter Thompson Co.), Miller beer (Backer & Spielvogel), Gillette (BBDO), Goodyear (Campbell-Ewald), American Cynamid (BBDO) and Kentucky Fried Chicken (Young & Rubicam).

The All Star game is set for July 14 at 8 p.m. and is 80% sold, officials say, at \$135,000 per 30-second announcement (up from \$110,000 on ABC last year). Major sponsors include Ford (JWT), Miller beer (Backer & Spielvogel), Gillette (BBDO), Goodyear (Campbell-Ewald), Polaroid (Doyle Dane Bernbach), Texaco (Benton & Bowles) and Auto Parts Systems (Bloom Advertising).

The league playoffs are scheduled Oct. 6 in prime time, Oct. 7 in afternoon and prime time, Oct. 8 in prime, Oct. 9 in afternoon and prime, and, if necessary, Oct. 10-11. The price tags on 30-second spots are \$95,000 in prime-time games (up from \$75,000 on ABC a year ago), \$65,000 in weekend day games (up from \$42,000) and \$37,500 in weekday games (up from \$22,000). Major sponsors include Ford (JWT), Miller beer (Backer & Spielvogel), Gillette (BBDO) and Polaroid (DDB). Officials say availabilities are about 60% sold.

CBS Radio will again provide play-by-play coverage of the All Star game, the league playoffs and the World Series—a package that could total 18 games if the playoffs go the limit. There'll also be five 14-minute reports from training camps between March 30 and April 3; coverage of the opening-day ceremonies at Cincinnati, scheduled April 8, plus highlights of that day's game; 24 four-minute reports on the pennant races between Sept. 28 and Oct. 2, and 20 four-minute reports on highlights of earlier baseball years on Oct. 3-4.

CBS Radio officials aren't saying, but

### Diamond prices keep rising

How the radio-TV rights paid to the major leagues rose in the last decade, as reported annually in BROADCASTING:

1972.....	\$41,185,000
1973.....	42,385,000
1974.....	43,245,000
1975.....	44,495,000
1976.....	50,820,000
1977.....	52,110,000
1978.....	52,510,000
1979.....	54,500,000
1980.....	80,275,000
1981.....	89,975,000

it's understood the prices are in the \$20,000 to \$25,000 range per minute for the World Series and All Star game (and a little less for the playoffs), as compared with \$7,000 to \$10,000 last year. Availabilities are said to be about one-third gone.

CBS Radio's rights contract with major league baseball runs through the current season but has already been extended for two more years, through 1983. It gives CBS Radio exclusive radio rights throughout the world except in Canada. There, an agreement for coverage of the same events in 1982 and 1983 has been signed with Telemedia Broadcast Services, which currently has rights to games of the Toronto and Montreal teams. Under the new contract, TBS will provide coverage in both English and French.

Officials declined to disclose financial terms of the CBS and TBS contracts, but baseball authorities said they would produce about 10 times as much revenue for baseball each year as the current CBS contract.

Enterprise Radio, the new network providing sports programming to radio stations

24 hours a day by satellite, plans what it says will be a comprehensive preseason package of training camp interviews and reports on issues ranging from salaries to pennant races.

At the local level around the American League:

■ Chicago—The White Sox has put on hold that earlier announced contract that would have made it the first American League club with a local cable contract. The Sox entered an agreement last December with Cablevision Systems Development Corp. to carry 80 games on systems in the Chicago area. But, after the sale of the White Sox last month to New York television executive Eddie Einhorn and Chicago real estate developer Jerry Reinsdorf, the new owners are insisting that the pact be renegotiated.

The new TV rights holder, WGN-TV there, will be in the unique position of doing games (more than 60) of the White Sox as well as games of the National League Cubs, for which it has been a long-time TV rights holder. WGN-TV reports baseball sales have picked up after a sluggish January. WBBM(AM) there says radio sales have been "going fine" with Chevrolet and Budweiser as prime sponsors.

■ New York—The Yankees' TV on WPIX-TV is not yet sold out, although there is excellent sponsor response with such signings as Citibank, Toyota, Chrysler, Budweiser and McDonald's. Yankee radio games on WABC(AM) there are sold out at prices 25% above last year. In addition, cable coverage of 40 games will be provided by Sportschannel.

■ Cleveland—WUAB(TV) says sales of Indians' games are ahead of last year and that nearly half of the availabilities were sold by mid-February to such major advertisers as Anheuser-Busch, Burger King and Toyota. Tom Wilson, sales manager of WWWE(AM), reports an estimated 20% increase in sales this year and a pick-up of stations formerly lined up for Cincinnati Reds games.

■ Boston—WSBK-TV General Sales Manager Stuart Tauber admits only a 30% sell-out by mid-February due to a decrease in domestic car sales and a hesitancy of some advertisers to commit themselves this early. Conversely, WITS(AM) says Red Sox radio is 85% sold out, although the sales are "a little behind last year."

■ Minneapolis-St. Paul—WCCO(AM) there again cites a strong line-up of returning sponsors such as Chevrolet, Pabst, Union Oil, Farmers Insurance and Midwest Federal Savings & Loan Association.

■ Toronto—Hewpex Sports Network, which holds radio rights for the Blue Jays, reports sales "excellent" and close to a sell-out with such sponsors as General Motors, Texaco, Coca-Cola, Goodyear, Labatt, Bank of Commerce, McDonald's and Panasonic.

■ Texas—Roy Parks, executive direc-

Text continues on page 52; for team-by-team breakdowns of the local radio and television baseball story, see page 50.



## AMERICAN LEAGUE EAST

<i>Team</i>	<i>1981 rights</i>	<i>1980 rights</i>	<i>TV originator and affiliates</i>	<i>Radio originator and affiliates</i>	<i>Rights holder</i>
Baltimore Orioles	\$1,050,000	\$ 950,000	WMAR-TV 4	WFBR 57	WMAR-TV holds TV rights; WFBR holds radio rights.
Boston Red Sox	2,700,000	2,600,000	WSBK-TV 4	WITS 80	WSBK-TV holds TV rights; WITS holds radio rights.
Cleveland Indians	1,300,000	1,100,000	WUAB	WWWE 30	WUAB holds TV rights; WWWE holds radio rights.
Detroit Tigers	1,500,000	1,400,000	WDIV -6	WJR 60	WDIV holds TV rights; WJR holds radio rights.
Milwaukee Brewers	800,000	600,000	WVTV 6	WISN 52	WVTV holds TV rights; WISN holds radio rights.
New York Yankees	4,000,000	3,000,000	WPIX-TV 8-10	WABC 62	WPIX-TV holds TV rights in combination with Yankees; Yankees retain radio rights.
Toronto Blue Jays	4,000,000	3,000,000	(see text)	CKFH 30	LaBatt Breweries of Canada expected to acquire TV rights; Hewpex Sports Network holds radio rights.

## AMERICAN LEAGUE WEST

California Angels	\$1,000,000	\$1,000,000	KTLA	KMPC 17	Golden West Broadcasters (KTLA and KMPC), under common ownership with California Angels, holds broadcast rights.
Chicago White Sox	1,800,000	1,950,000	WGN-TV	WBBM	WGN-TV holds TV rights; WBBM holds radio rights.
Kansas City Royals	500,000	500,000	WDAF-TV 12	WIBW Topeka 115-120	WDAF-TV holds TV rights; WIBW holds radio rights.
Minnesota Twins	1,250,000	1,250,000	KMSP-TV 2	WCCO 22	Midwest Federal Savings & Loan Association holds TV and radio rights.
Oakland A's	1,200,000	1,000,000	KPIX San Francisco 2	KSFO San Francisco 9	KPIX holds TV rights; KSFO holds radio rights.
Seattle Mariners	900,000	800,000	KIQY (Spanish) KING-TV 4	KIQI (Spanish) KVI 12	Seattle Mariners retain radio and TV rights; KYI sells for radio.
Texas Rangers	750,000	750,000	KXAS-TV 15	WBAP 15	City of Arlington, Tex., holds TV and radio rights under 10-year contract with sales handled by Texas Rangers Baseball Network.

## NATIONAL LEAGUE EAST

Chicago Cubs	\$1,900,000	\$1,800,000	WGN-TV TBA	WGN TBA	WGN-TV holds TV rights; WGN holds radio rights
Montreal Expos	6,300,000	1,400,000	CBC-TV English 41 French 18	CFCF TBA CKAC 37	Carling-O'Keefe (brewer) expected to acquire TV rights; CFCF holds English language radio rights, CKAC holds French language radio rights.
New York Mets	1,500,000	1,500,000	WOR-TV	WMCA 20	WOR-TV has partnership arrangement with Mets, sharing TV costs and sales revenues; Nassau Sports Productions holds radio rights.
Philadelphia Phillies	4,000,000	3,500,000	WPHL-TV 3	KYW 34	WPHL-TV holds over-air TV rights; Phillies retain radio rights.
Pittsburgh Pirates	1,750,000	1,750,000	KDKA-TV 3	KDKA 44	Group W/Westinghouse (KDKA-AM-TV) is broadcast rights holder
St. Louis Cardinals	1,500,000	1,500,000	KSDK 17	KMOX 100	KSDK holds TV rights; KMOX holds radio rights.

## NATIONAL LEAGUE WEST

Atlanta Braves	\$1,500,000	\$1,500,000	WTBS	WSB 60	WTBS is TV rights holder under arrangement with commonly owned Atlanta Braves. Braves retain radio rights and selling.
Cincinnati Reds	1,600,000	1,200,000	WLWT 11	WLW 117	WLWT holds TV rights. Cincinnati Reds retain radio rights.
Houston Astros	1,100,000	1,000,000	KRIV	KENR 36	KRIV holds local TV rights with Astros handling outer network rights. Astros retain radio rights.
Los Angeles Dodgers	2,400,000	1,800,000	KTTV	KABC 22 KTNQ (Spanish)	Los Angeles Dodgers retain TV and radio rights, selling through Dodgers Radio and TV Network.
San Diego Padres	1,100,000	1,000,000	KFMB-TV	KFMB 11 XEXX and 10 others (Spanish)	KFMB-TV holds TV rights; KFMB holds radio rights.
San Francisco Giants	1,000,000	850,000	KTVU 3	KNBR 9	KTVU holds TV rights; KNBR holds radio rights.

<b>AL total</b>	<b>\$22,750,000</b>	<b>\$19,900,000</b>
<b>NL total</b>	<b>\$25,650,000</b>	<b>\$18,800,000</b>
<b>Major total</b>	<b>\$48,400,000</b>	<b>\$38,700,000</b>

Not included in the table is ABC's payment for nationally televised games that will amount to \$19 million this year and NBC's payment for nationally televised games that will amount to \$22.5 million this year. ABC is under five-year contract that began in 1979 and NBC is in the second year of a four-year contract. In addition, CBS Radio is continuing under contract that began in 1976 and which is estimated to exceed \$75,000 annually.

tor of the Rangers Baseball Network, said that his organization was cleaning up a few remaining accounts by the middle of last month. He said a high rate of returning sponsors contributed to the excellent sales picture. This season will be the last year of one of baseball's longest broadcast rights contracts. It is a 10-year deal for a total of \$7.5 million dollars, consummated by former Rangers owner Bob Short, who made the deal before selling the team. The entire amount, it has been pointed out, was paid "up front" and "in 1972 dollars."

In addition, there definitely will be pay television in the Rangers' future. As of now, however, contractual obligations to the TV originator, KXAS-TV, are the Rangers' first consideration. But a meeting March 16 is expected to establish a more precise timetable.

■ **California**—In addition to on-air TV games on KTLA-TV there, 15 home games of the Angels will be telecast by ON-TV on KBSC-TV, local pay-TV outlet.

At the local level in the National League:

■ **Philadelphia**—The champion Phillies' on-air broadcast rights do not include a \$1 million pay-cable pact with Prism for 30 games. WPHL-TV will carry 85 games, 67 on the road. Games on KYW(AM) there and its 34-station network are said to be basically sold out with a long

list of clients that includes Budweiser, Chrysler, Coca-Cola, Gino's, Girard Bank, Lincoln-Mercury, MAB Paints, Culligan Water Conditioning and Tasty Cakes.

■ **Atlanta**—Wayne Long, director of advertising for the Braves, said that radio sales were "better than ever," a reflection of the team's good year on the field last season. On the TV side, WTBS said that satellite will put its games on 2,603 cable systems during the day and another 177 systems at night, a potential audience of 10.9 million homes.

■ **Pittsburgh**—Harry O'Toole, executive producer of Pirates broadcasts, said that in-game sales were "fantastic." So good, in fact, that an imminent sell-out might necessitate the pre-emption of some news updates within the games in order to accommodate other sponsors.

A schedule of Pirates home games will be carried on pay cable, beginning May 2. The Pittsburgh team and Action TV/TCS Sports, New Kensington, Pa., have just announced that the games will be offered regionally to approximately 250 cable companies in a tri-state area around Allegheny county (Pittsburgh). Jack Schrom, vice president of marketing for the Pirates, and Nelson L. Goldberg, president of Action TV/TCS Sports, said it was a "multi-year" contract but that schedule and terms are still to be finalized.

■ **Chicago**—The Cubs last week were still undecided on formation of radio and TV networks, although the signal of its WGN-TV is widely distributed by satellite to cable systems. A spokesman for WGN-AM-TV conceded that business in January for national spot and local was soft, but there was a considerable perk-up in sales activity in February. For baseball devotees, WGN-TV on Feb. 12 replayed a Cubs baseball game from last season. It got an overnight Nielsen rating of 8.4, three times larger than the original telecast.

■ **Los Angeles**—Aside from the Dodgers' telecasts on KTTV there, 15 games will be presented by ON-TV on KBSC-TV, local STV outlet.

■ **Cincinnati**—The Reds missed the brass ring on the field last year, but not this year in broadcasting. WLWT-TV's general sales manager, Joe Levin, reported a 70% sell-out by mid-February, a pace "ahead of last year." Top clients include Anheuser-Busch, Cincinnati Chevrolet Dealers and Frisch's restaurants. Jim Winters, an official of the Reds, said radio availabilities at WLW were 99% sold out in a "super year." Pepsi-Cola Bottlers of Cincinnati, Big Boy restaurants and First National Bank of Cincinnati are some of the top advertisers.

## Sauter hopes to put baseball in CBS-TV's sports constellation

"CBS wants to get involved in baseball", says Van Gordon Sauter, CBS Sports president. Whether it's a two-way or three-way agreement among the networks, CBS-TV plans to be in the bidding race when the next contract comes up for baseball, he adds. Current ABC-TV and NBC-TV contracts run through 1983.

CBS Sports, sometimes jokingly referred to as "tied for third place," plans to move ahead in other sports areas as well, with more emphasis placed on the "sports journalist." As Sauter puts it, "We need to develop a 'star system', the individual you'll see at all major broadcasts." He notes, "Already there is a significant change."

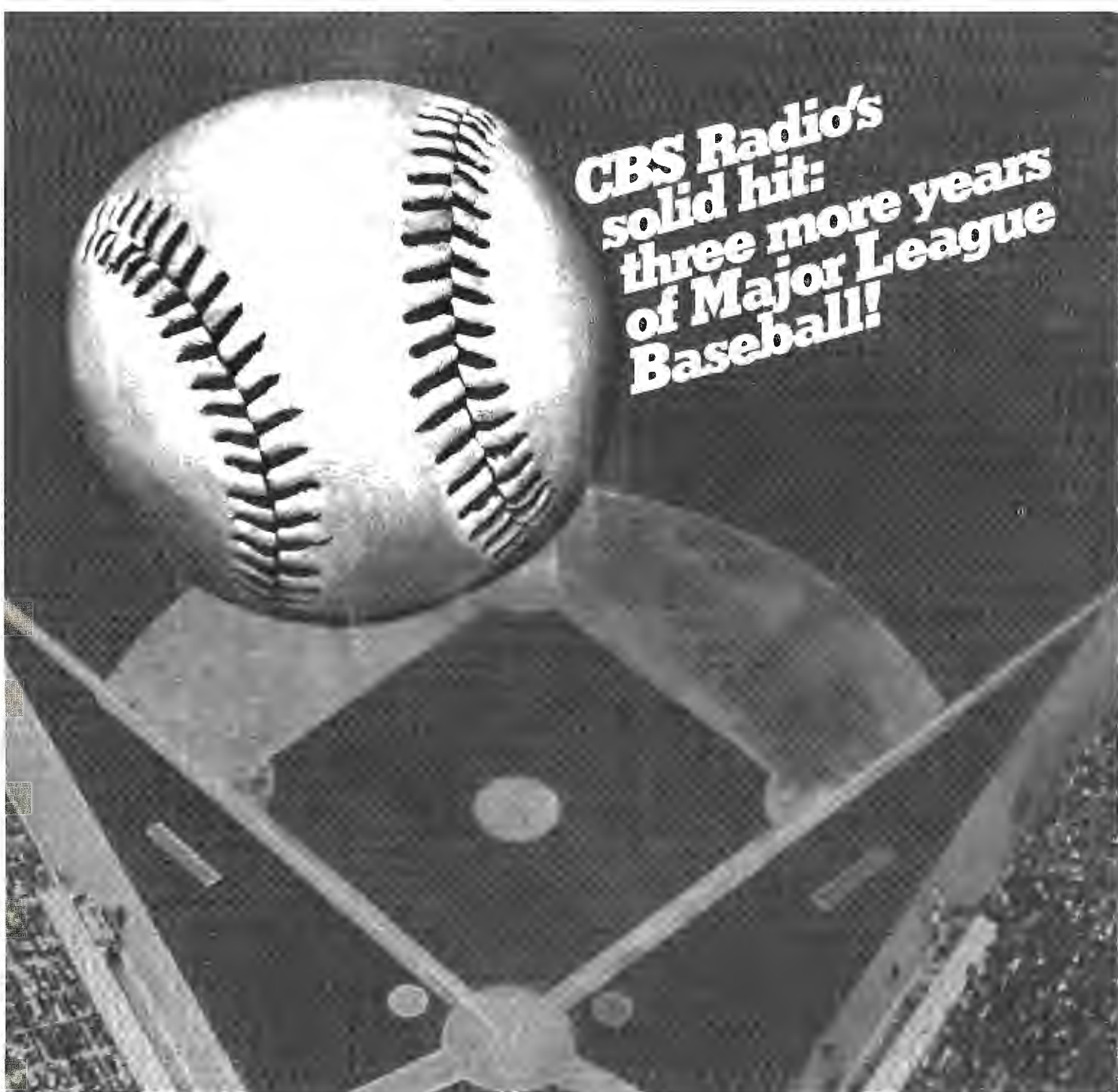
CBS's weekend anthology sportscasts, for instance, have been revamped and will reappear in late March with broadcasts originating live from the set. Brent Mussberger will anchor the show, and promotion will revolve around him.

Sauter acknowledges the competition from ABC and NBC. But, insofar as the various pay cable services specializing in sports programming, such as ESPN and USA Network, are concerned he doesn't see any threat, at least for the next four to five years.

The only real impact pay cable has had on CBS sports programming so far, he claims, has been that medium's proliferation of college and professional basketball coverage. For CBS, the availability of these games has been detrimental to the network's former exclusivity.



**Local loyalty triggers rule change.** Philadelphia fans love their world champion Phillies and the feeling evidently extends to their local sportscasters. That was demonstrated last fall when regular-season announcers from KYW(AM) there, as well as counterparts for WPHL-TV, were shut out of World Series coverage by network contracts with the major leagues. Excited fans created such a furor that it made local headlines and created national reverberations that reached the baseball commissioner's office. As a result, it was announced that hereafter, at least local radio announcers can cover series over flagship stations, provided network commercials are cleared. The announcers for KYW and WPHL-TV involved were (l to r) Andy Musser, Rich Ashburn, Harry Kalas and (not pictured) Tim McCarver.



The CBS Radio Network and Major League Baseball have just signed a new two-year contract through 1983. It means three more years of huge audience interest... and three more years of outstanding advertising opportunity for you. With a baseball line-up like:

**The All-Star Game.**

**The American and National League Championship Series.**

**The World Series.** CBS Radio's coverage, which started with 41 million listeners in 1976, increased to a record 50 million in 1980.

CBS Radio's ever-growing radio audience creates increasingly

important advertising impact for your product or service. Join us. We'll give you that extra something—the competitive edge of Major League Baseball on the CBS Radio Network.

For details, please call Dick Macaluso in New York (212) 975-6141; Tom Montgomery in Detroit (313) 352-2800; Bob Schroeder in Chicago (312) 951-3401; Larry Storch in Los Angeles (213) 460-3296.

**CBS RADIO  
NETWORK**

The Competitive Edge

Source: Opinion Research Corporation—Caravan Surveys 1976-1980. Adult 18+ Cumulative Audience. These data are estimates which the CBS Radio Network will supply on request.